

## CLAIMS

We claim:

1           1.     A scented pen having a housing or barrel having  
2 advertising on said pen.

1           2.     The scented pen of claim 1, wherein said advertising  
2 includes a logo, said advertising and logo being imprinted on the  
3 housing or barrel thereof.

1           3.     The scented pen of claim 1, wherein said pen is a  
2 ballpoint pen and said advertising is imprinted on the housing  
3 or barrel thereof.

1           4.     The scented pen of claim 3, wherein said scented pen  
2 gives off an aroma related to said advertising.

1           5.     The scented pen of claim 4, wherein said pen has a  
2 coated metal barrel and said scent is incorporated in said  
3 coating.

1        6.    The scented pen of claim 4, wherein said pen has a  
2 plastic barrel and said scent is incorporated in said plastic  
3 barrel.

1        7.    The scented pen of claim 4, wherein said pen has a soft,  
2 plastic polymer or rubber grip having said scent incorporated  
3 into said grip, said grip being recessed into said housing.

1        8.    The scented pen of claim 7, wherein said scent  
2 incorporated in said grip gives off the aroma of a product sold  
3 by the advertiser identified in said advertisement, said pen  
4 having a color characteristic of the product.

1        9.    The scented pen of claim 7, wherein said scent is  
2 specific to a commercial establishment with which the aroma given  
3 off is associated, such as the aroma of coffee with a coffee  
4 house.

1        10.   The scented pen of claim 7, wherein said scent is  
2 specific to an advertiser providing said advertisement to promote  
3 its products, services, or overall impression.

1           11.     The scented pen of claim 10, wherein said scent  
2 provides the aroma of coffee for a coffee shop promoting coffee  
3 drinks, and a grower, grinder, or supplier promoting coffee beans  
4 and grounds.

1           12.     The scented pen of claim 10, wherein said scent  
2 provides the aroma of flowers for a florist or grower promoting  
3 flowers, and a ladies' boutique promoting a feminine atmosphere.

1           13.     The scented pen of claim 10, wherein said scent  
2 provides the aroma of vanilla for a bakery promoting baked goods,  
3 and a massage therapist promoting aromatherapy or aromachology.

1           14.     The scented pen of claim 10, wherein said scent  
2 provides the aroma of perfume for a manufacturer or retailer  
3 promoting perfume, and a spa promoting a feminine atmosphere.

1           15.     The scented pen of claim 10, wherein said scent  
2 provides the aroma of popcorn for promoting a theater.

1           16.     The scented pen of claim 10, wherein said scent  
2 provides the aroma of chocolate for promoting a candy shop.

1        17.    The scented pen of claim 10, wherein said scent  
2 provides a generally pleasing aroma for promoting any business  
3 establishment, event, or resort having a well-known brand or  
4 logo.

1        18.    A scented ball point pen having an advertisement  
2 thereon and having a scent giving off an aroma specific to a  
3 product, service, or overall impression as desired by an  
4 advertiser.

1        19.    The scented ball point pen of claim 18, wherein said  
2 pen has a barrel incorporating a scented soft plastic polymeric  
3 or rubber grip therein.

1        20.    A scented ball point pen having an advertisement  
2 thereon, said pen having a barrel incorporating a scented soft  
3 plastic polymeric or rubber grip therein, said scented grip  
4 giving off a pleasant aroma.